'We Quit'

Sign on Reno Disco store on Silverada Boulevard tells the story — "We Quit, Everything Must Go." Carson City Disco store is also closing. Both stores will open Wednesday for "going out of business sale." (Journal Photo)

Reno Disco Store Will Close

The Reno Disco Store at 1910 Silverada Blvd. is going out of business along with the Carson City store.

A store representative denied last week the Reno store would be closing, however, there is a "We Quit" sign on its front door.

Also, the department store carried an advertisement in the Sunday Nevada State Journal announcing the "going out of business sale" and listing both addresses for the liquidation sale.

The advertisement also included a reprint of a telegram sent to store manager Stan Kalman saying, "Management orders your store closed at once. Imperative no delay. . ." The telegram, which was from the division office in Los Angeles, was addressed to both the Reno and Carson City stores.

No one could be reached for comment Monday for reasons for the closures. Both stores were closed Monday and will be closed today in preparation for a liquidation sale beginning Wednesday morning.

A spokesman for the Beverly Hills-based firm said last week the Carson City store was closing because "it's not profitable," and "the economic climate in retailing is poor throughout the country."

The 55,000-square-foot Carson facility, located in the Carson Mall at 1443 S. Carson St., opened in 1969 after Gray Reid's department store closed there.

The Reno store is 93,000 square feet. It opened in 1963 as a Fantastic Fair Discount House, but was taken over by Disco in 1968.

Seven Discos have been closed in recent months as part of a plan announced at the end of last year to shut down about 25 of the chain's 70 stores, the spokesman said last week.